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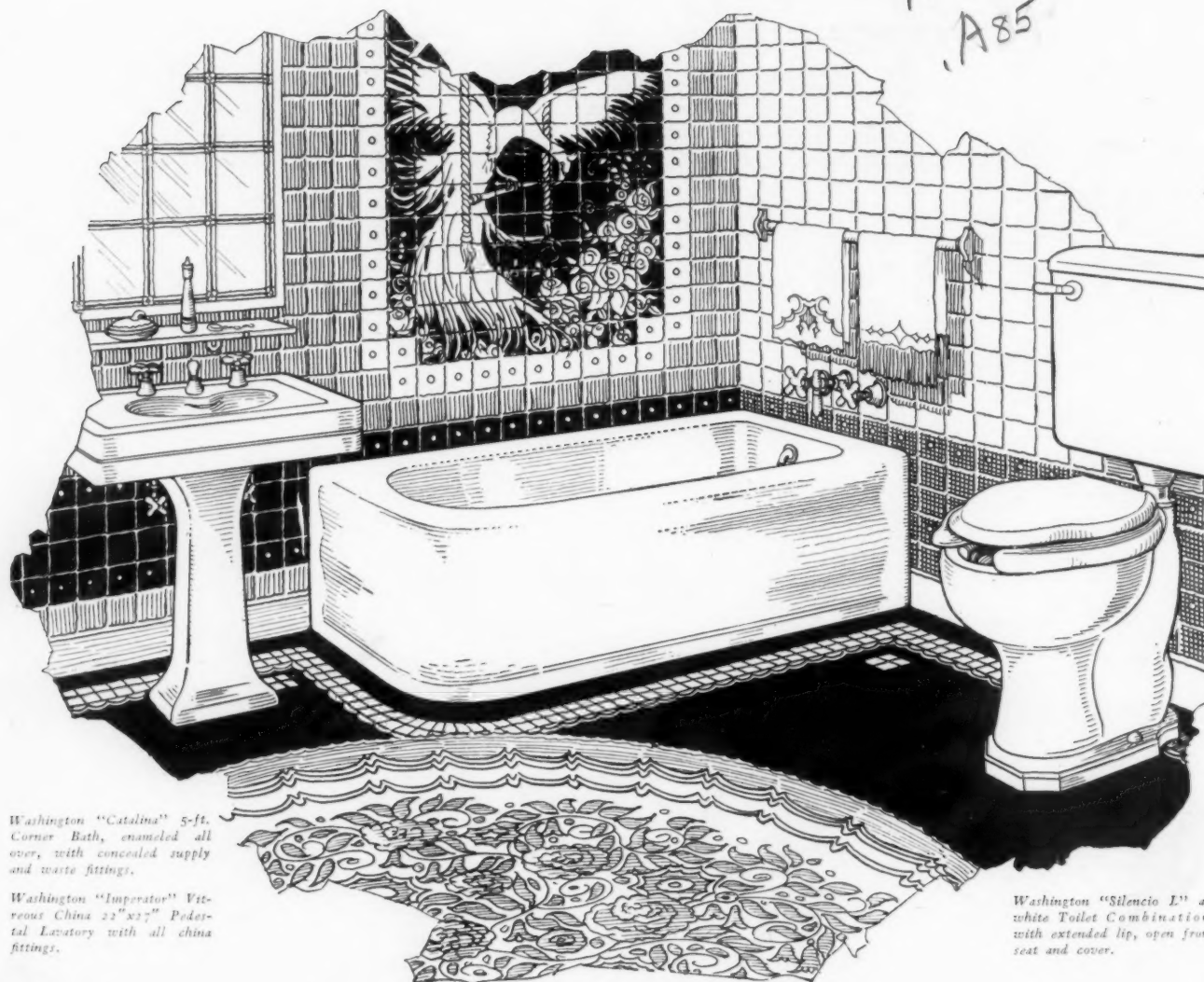
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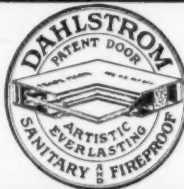
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An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

HARRIS ALLEN, A. I. A., EDITOR

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THE "NEW FREEDOM" IN SCHOOL ARCHITECTURE

[BY JOHN J. DONOVAN]

Member of the American Institute of Architects



AFTER reviewing the illustrations of this issue it is indeed a pleasure to pay tribute to the architects whose work graces this number, for a fine and pleasing note is added to the scale of California School Architecture which is already notable by many recent achievements. It is interesting to observe the absence of severe formality and the freedom from rigidity of hard-fisted technicalities in the simplicity and ease of the compositions, and yet the fenestrations are handled with such skill as to show that the principles of modern school hygiene haven't suffered in the least. This is indeed commendable and a tribute to the intelligence and training of the authors, for they have molded pleasing forms about indisputably hard facts and rigid rules, sacrificing nothing of the principles in the doing.

A school is of necessity an institution, consequently its architecture will always be institutional in character, but the trend of effort and the spirit in accomplishment prevailing today are towards the softening of the hard lines of formalities and to make more yielding the fixed requirements necessitated by group or class instruction.

This issue shows a number of good examples blessed with touches of domestic architecture introduced here and there in the designs and compositions. And well it is so, for the purpose of the school is simply to enrich and expand the life and training of the home. Too, it recalls pleasantly a period in the history of American Education, especially that of the Dame Schools of Colonial times, privately conducted by Dames as the name implies, who taught reading and writing to the small children in their parlors and kitchens, many of whom had very little education to qualify for the responsibilities as we know of them today.

Naturally, with the growth and development of the country, this primitive, inadequate and unsatisfactory method of providing instruction for the child gave way to the communities or townships assuming the obligations of compulsory education; and consequently, institu-

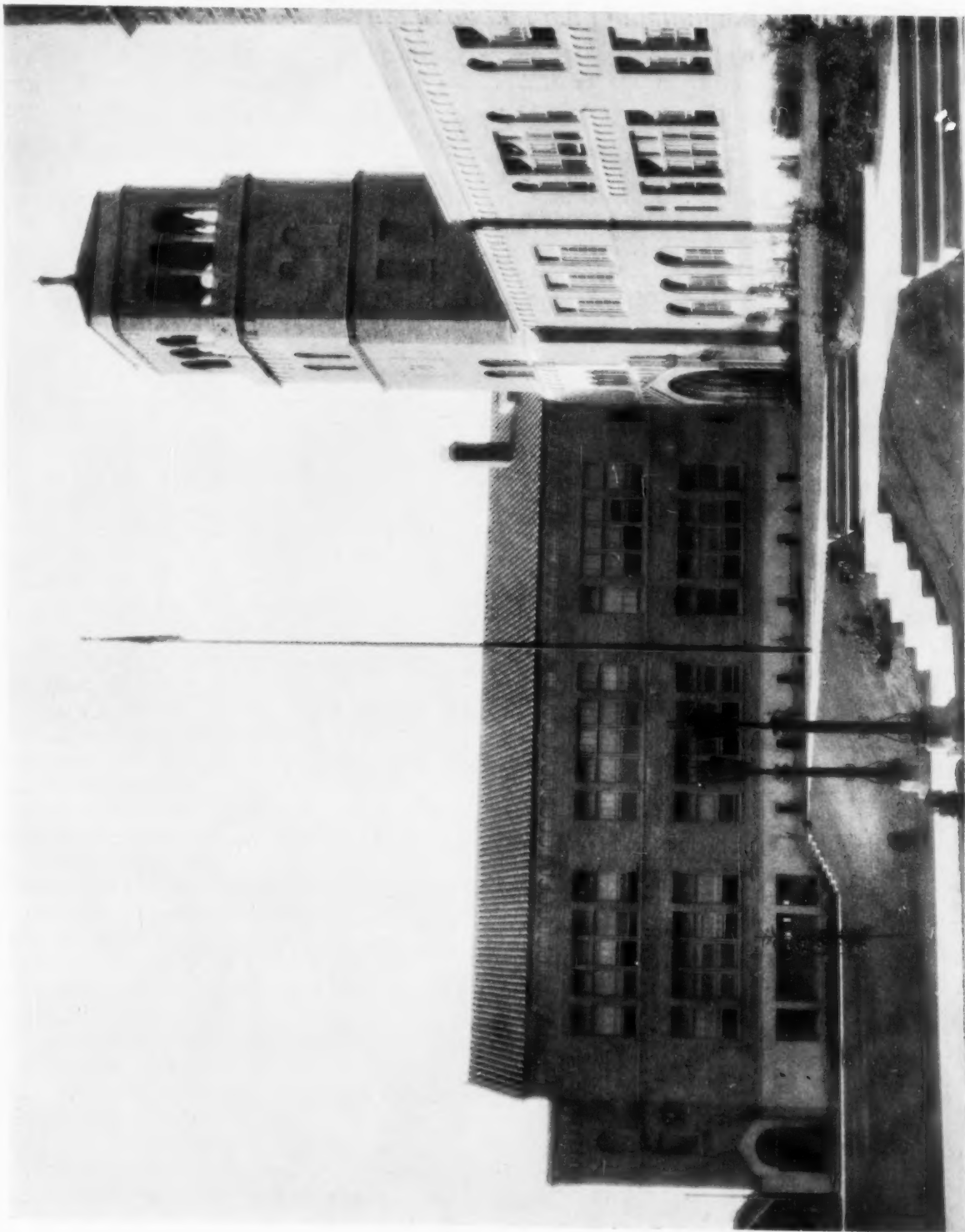
tions of large groups and large classes followed. For many years, hardly more than walls, windows and roofs constituted the buildings called schools. The rooms were large in area and were crowded with pupils of all grades and ages, a "potpourri" as it were. Very little, if any, thought was given to ventilation or illumination, to say nothing of age, grades or subject matter classification, until about 1848, when the latter was first attempted in the Quincy and Bowdoin Schools of Boston, three and four story buildings of no special merit except that they were the first school buildings in this country to establish graded classes.

Some time about 1900 the teaching and medical professions were directing public attention to the badly lighted and wretchedly ventilated school buildings being built and existing over the land. Helpful and harmful suggestions followed fast on the heels of criticism. Hard and fast rules were adopted and with very little scientific data to substantiate the truths or disclose the fallacies of them. The pendulum of restraint swung far to the side of building schools by rules and regulations, leaving common sense, initiative, good taste, human values to the soul and mind, and good architecture to shift as it might in other fields, because the rules and regulations were more important in the minds of the authorities legally equipped to spend the money.

There is so much more to this and there are so many profitable and interesting lessons to learn and pass on to posterity that somebody should write a treatise on the Growth and Development of American School Architecture, for there are many worthy objectives yet to be attained and this can be done only by shedding light upon many of the crudities still prevalent which impede progress for spiritual and practical education. But for this brief comment it suffices to call attention to the fact that the architects have sensed the problems of hygiene and are embodying the angular lines into lovely forms, yielding delight and charm to the eye and mind.

The architects of California are indeed fortunate in living and working in a country where there is so large a sense of length and breadth to

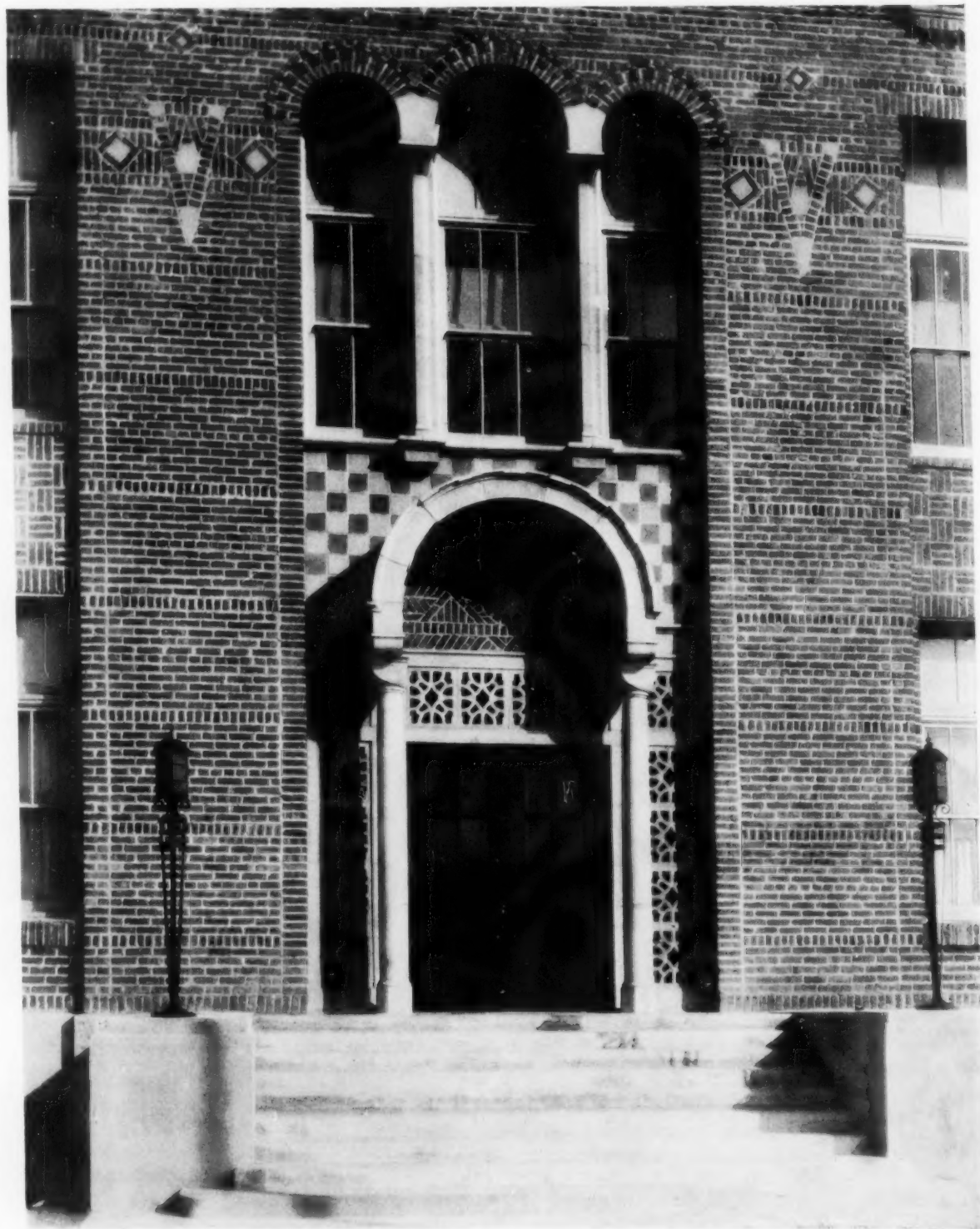
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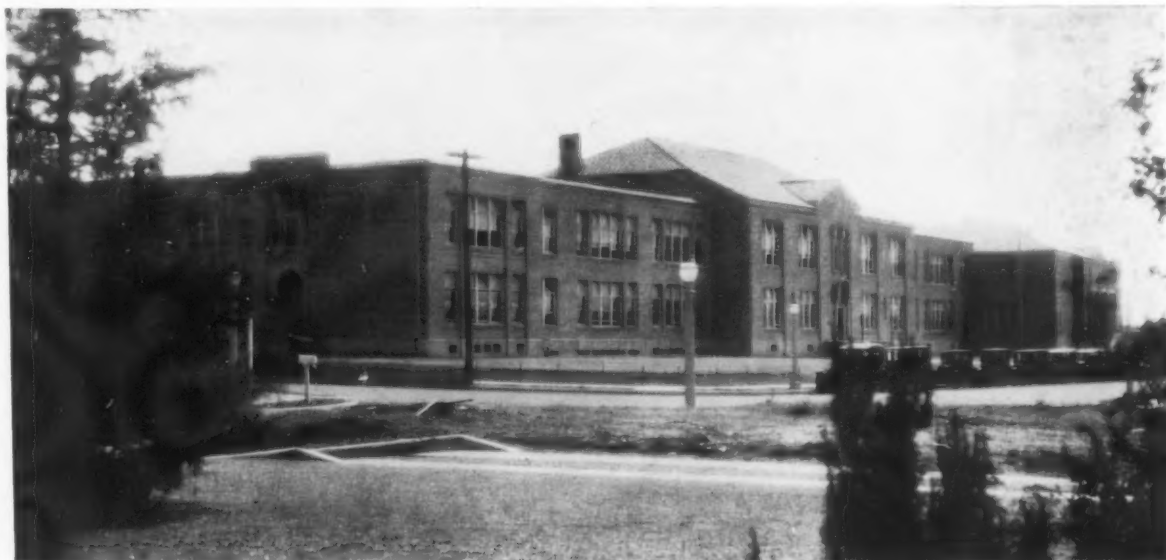
SOUTH COURT,
BELMONT
HIGH SCHOOL,
LOS ANGELES,
CALIFORNIA.
EDGAR H. CLINE,
ARCHITECT



ABOVE—CLOISTER, NORTH COURT; BELOW—WEST PORCH, BELMONT HIGH SCHOOL, LOS ANGELES.
EDGAR H. CLINE, ARCHITECT



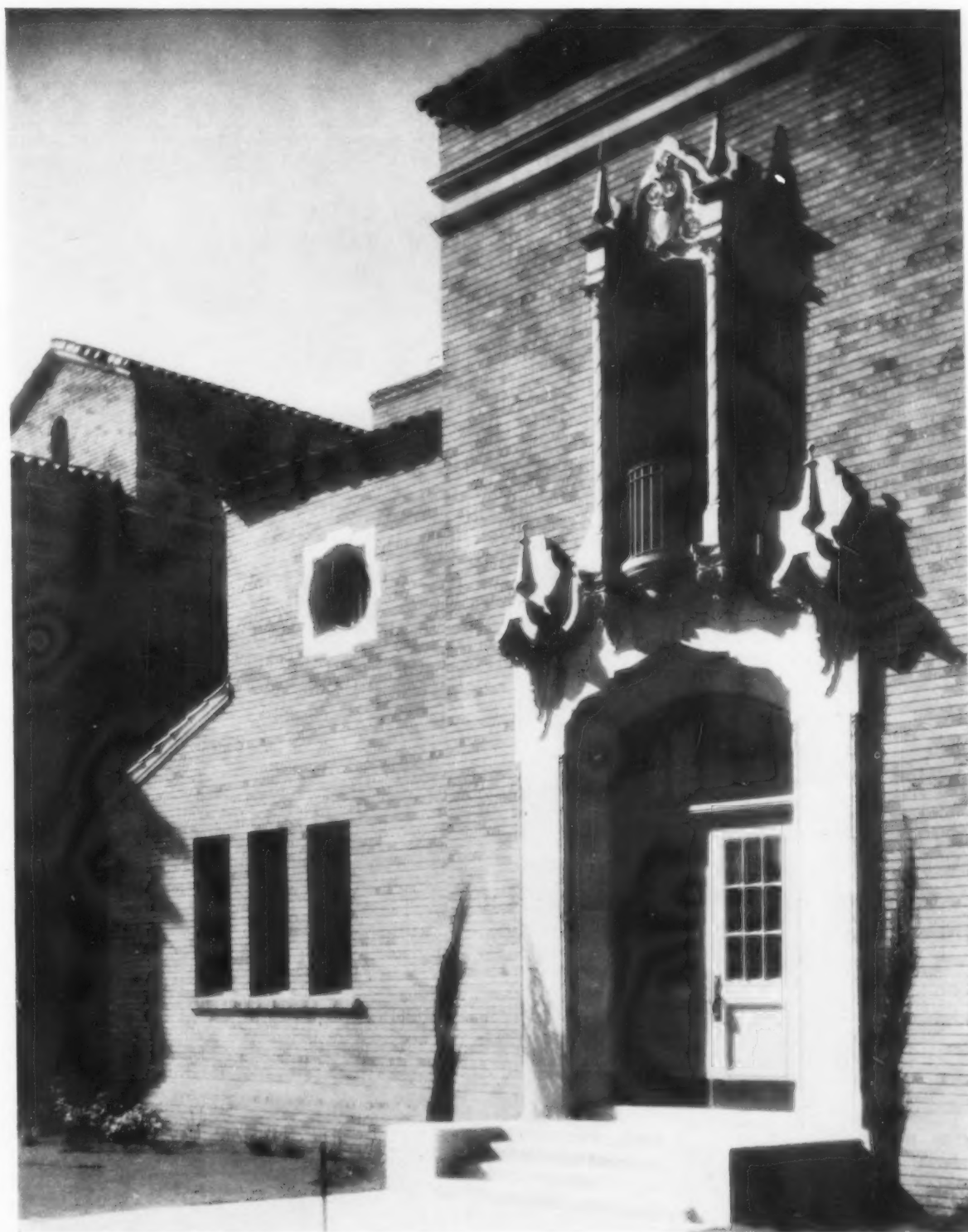
MAIN ENTRANCE, JOHN BURROUGHS JUNIOR HIGH SCHOOL, LOS ANGELES. EDGAR H. CLINE, ARCHITECT



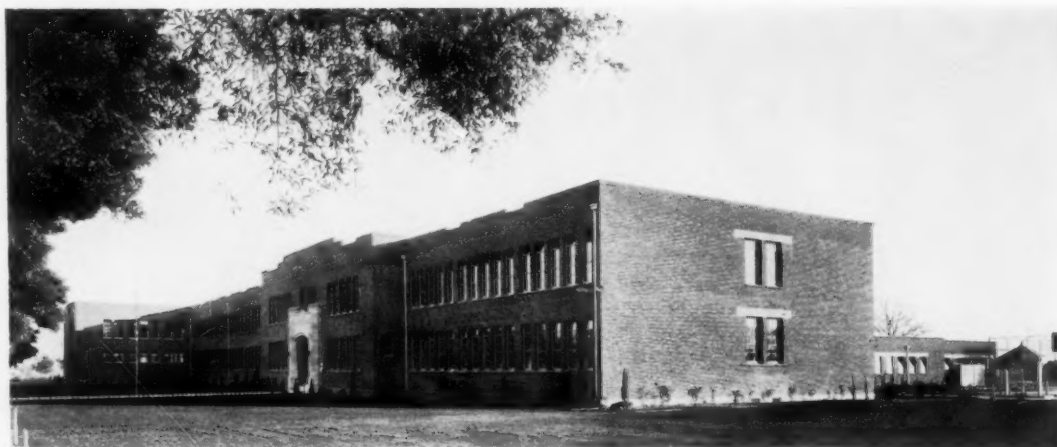
ABOVE—JOHN BURROUGHS JUNIOR HIGH SCHOOL; CENTER—BELVEDERE JUNIOR HIGH SCHOOL; BELOW—
LE CONTE JUNIOR HIGH SCHOOL, LOS ANGELES. EDGAR H. CLINE, ARCHITECT



LEFT—AUDITORIUM ENTRANCE, BELVEDERE JUNIOR HIGH SCHOOL; RIGHT—MAIN ENTRANCE, LE CONTE JUNIOR HIGH SCHOOL, LOS ANGELES. EDGAR H. CLINE, ARCHITECT



AUDITORIUM ENTRANCE, WILTON PLACE ELEMENTARY SCHOOL, LOS ANGELES. EDGAR H. CLINE, ARCHITECT



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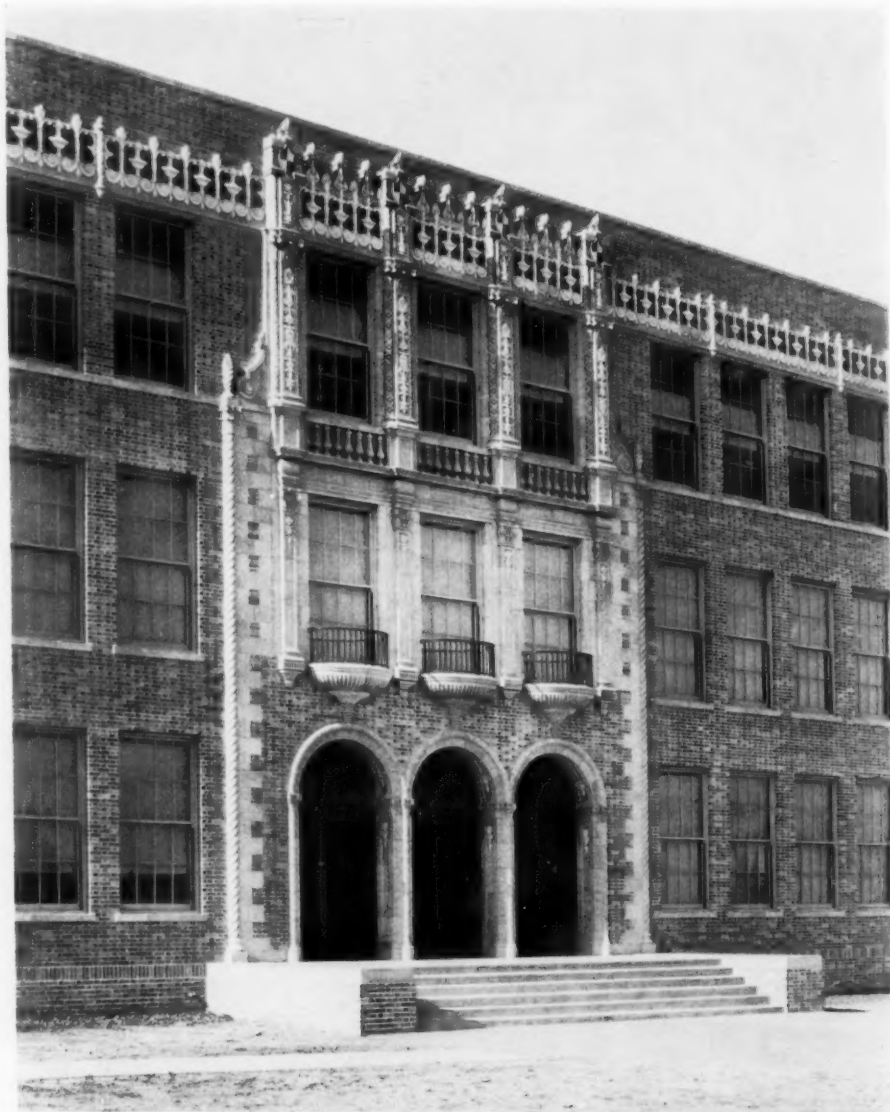
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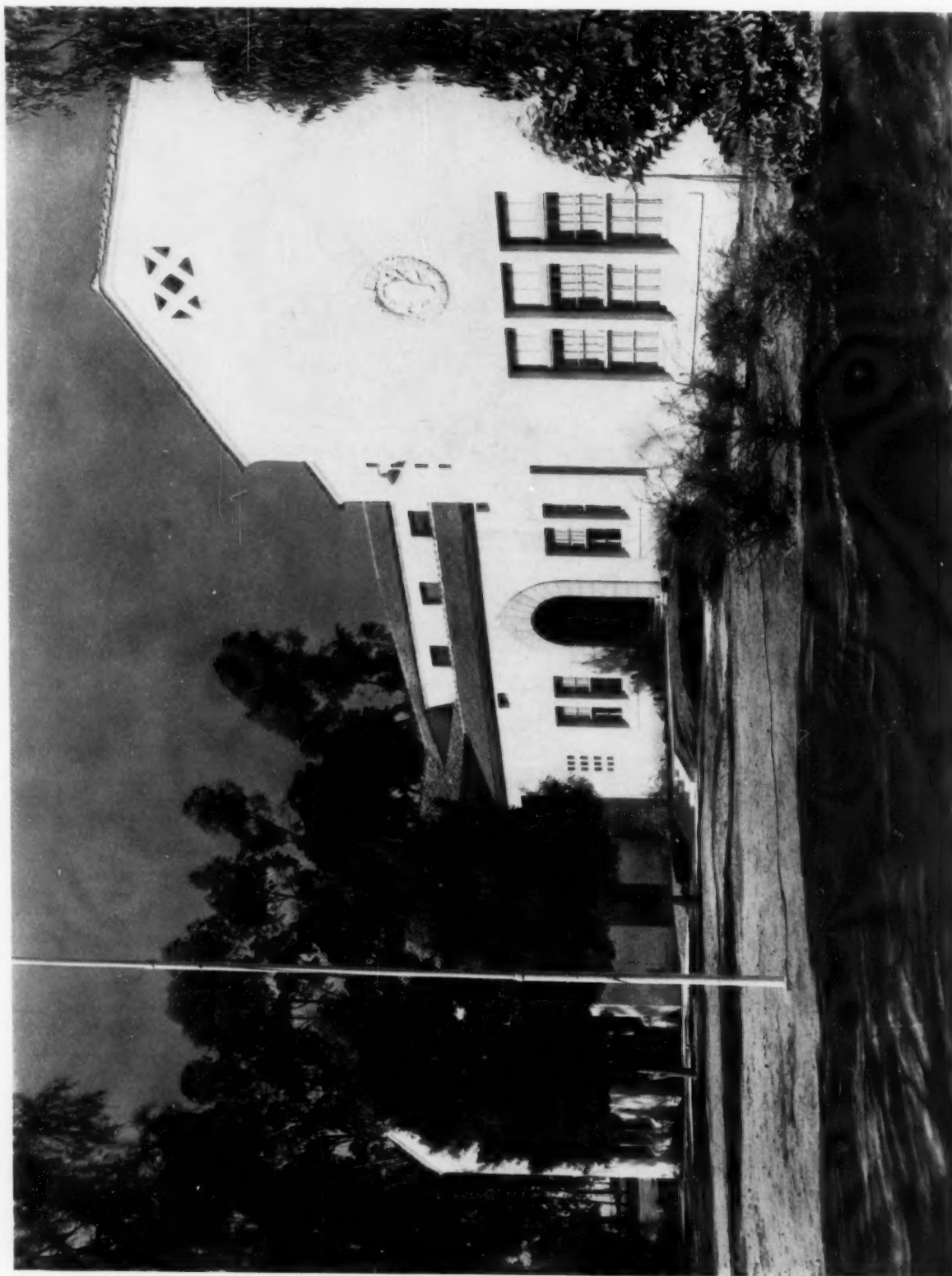
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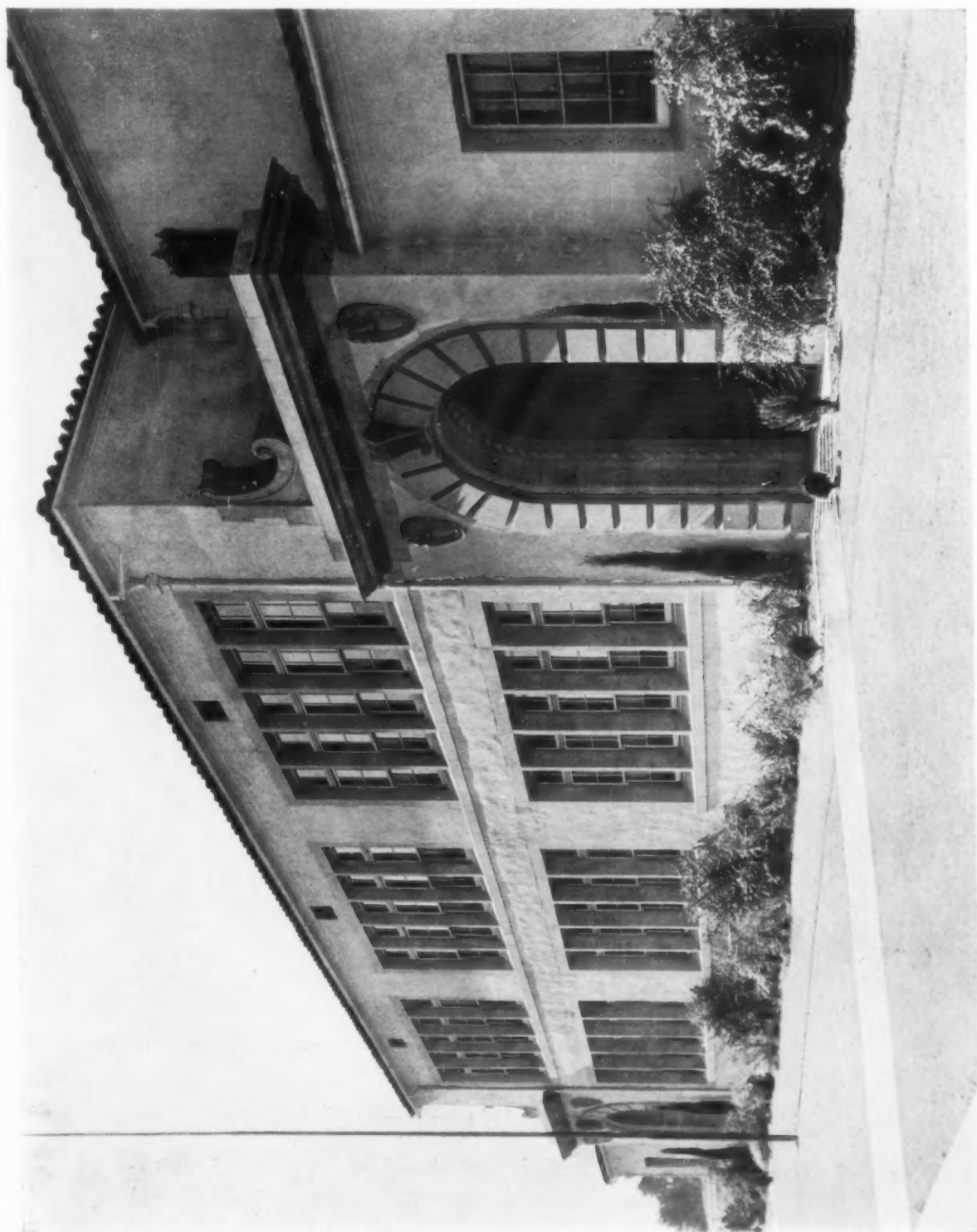
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ABOVE—REAR ENTRANCE; BELOW—MAIN ENTRANCE, WEST ATHENS ELEMENTARY SCHOOL.
A. M. EDELMAN AND A. C. ZIMMERMAN, ASSOCIATE ARCHITECTS



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WEST ATHENS
ELEMENTARY
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FIFTY-SECOND STREET
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A. I. A. 1925.
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MAIN ENTRANCE, MONTEBELLO HIGH SCHOOL, MONTEBELLO, CALIFORNIA.

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Architectural Terra Cotta

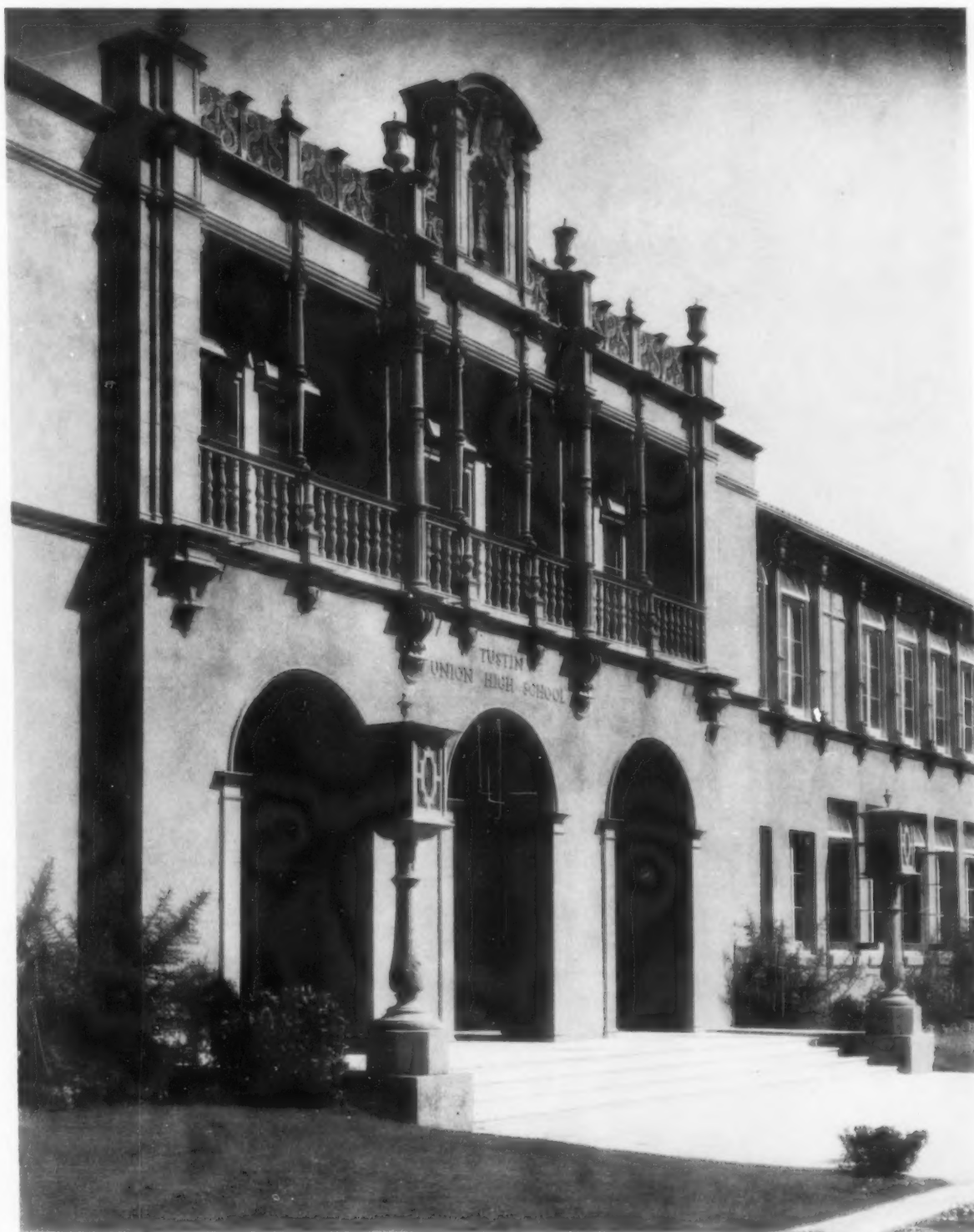
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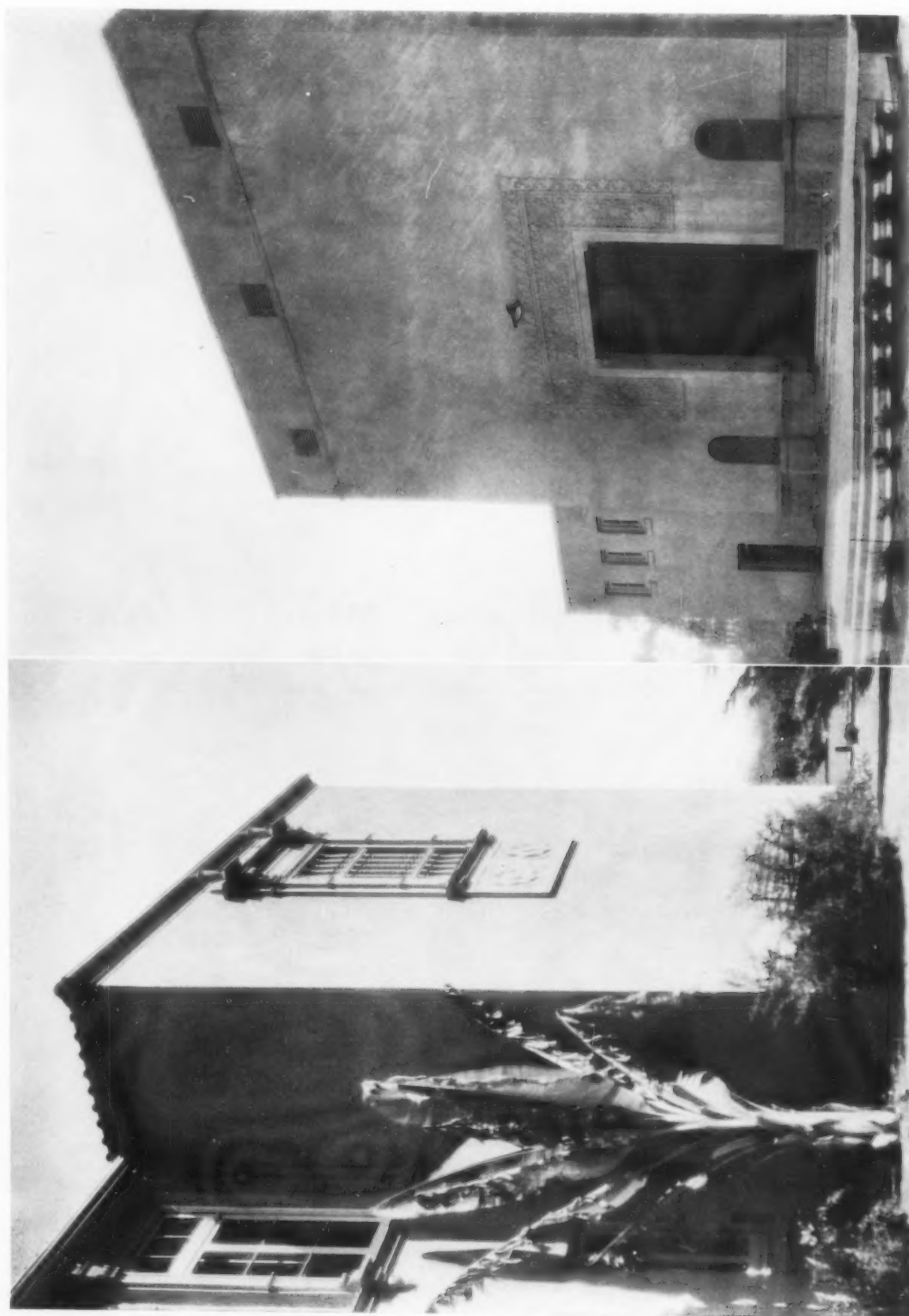
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MAIN ENTRANCE, TUSTIN UNION HIGH SCHOOL, ORANGE COUNTY, CALIFORNIA. MOTT M. MARSTON, ARCHITECT



Photographs by Burné

ABOVE—TUSTIN UNION HIGH SCHOOL, ORANGE COUNTY, CALIFORNIA; BELOW—AUDITORIUM, TUSTIN UNION HIGH SCHOOL. MOTT M. MARSTON, ARCHITECT



Photographs by Burné

LEFT—DETAIL OF BAY; RIGHT—AUDITORIUM ENTRANCE, TUSTIN UNION HIGH SCHOOL, ORANGE COUNTY, CALIFORNIA. MOTT M. MARSTON, ARCHITECT

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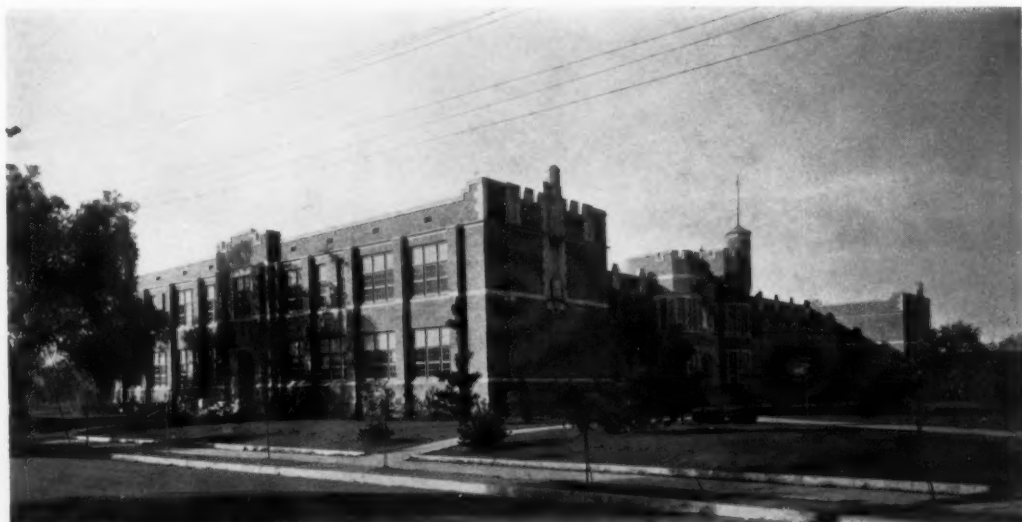
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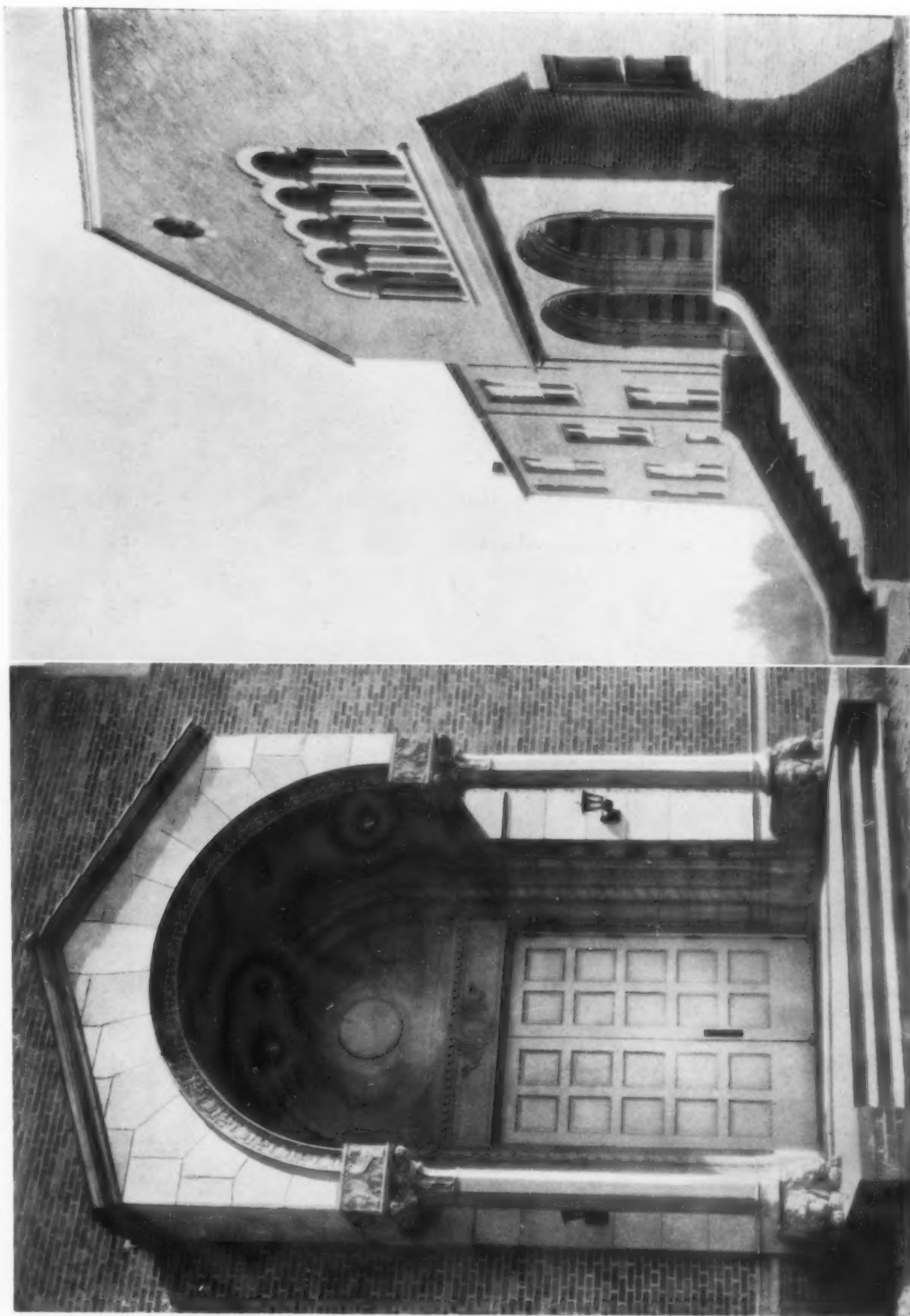
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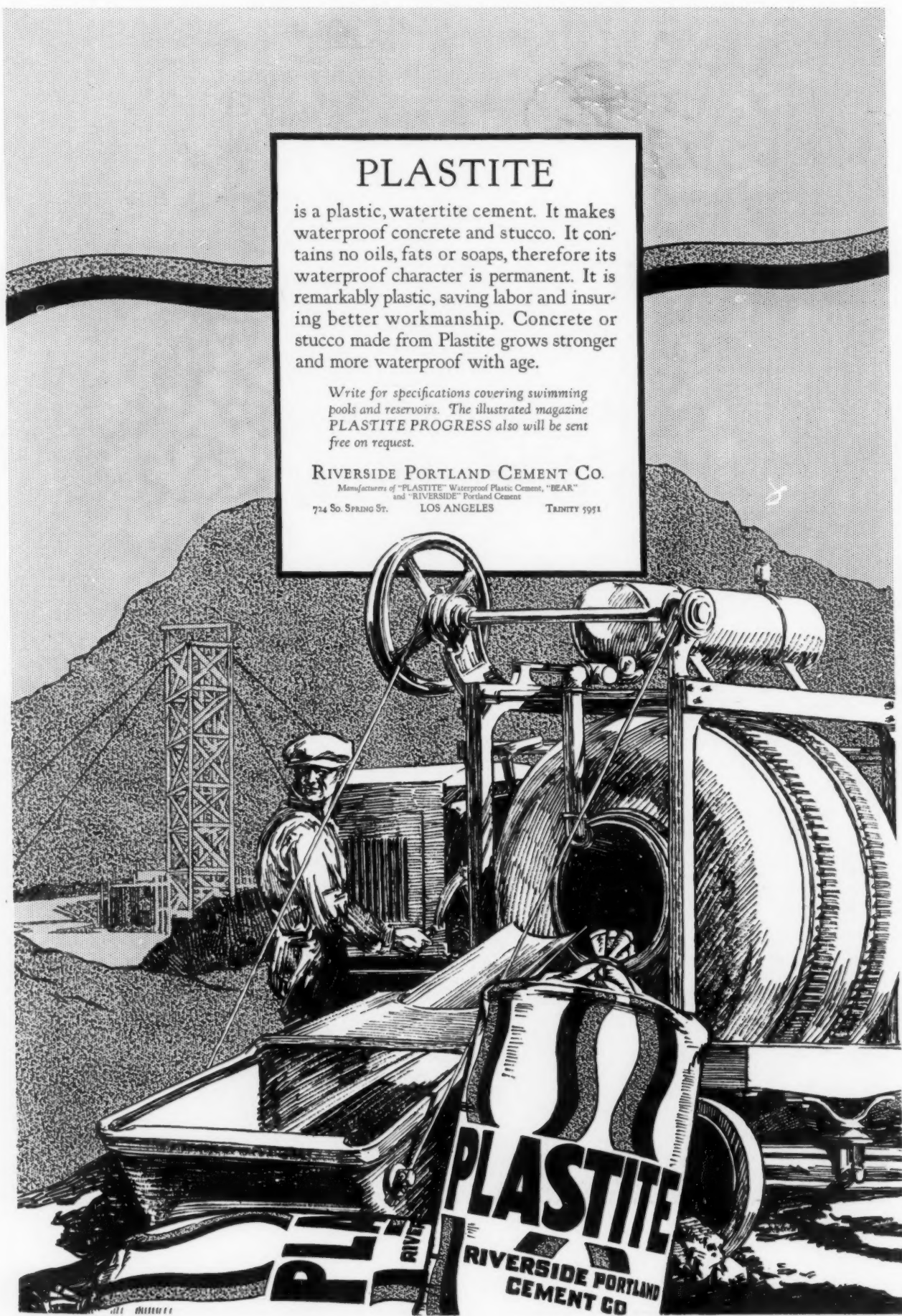
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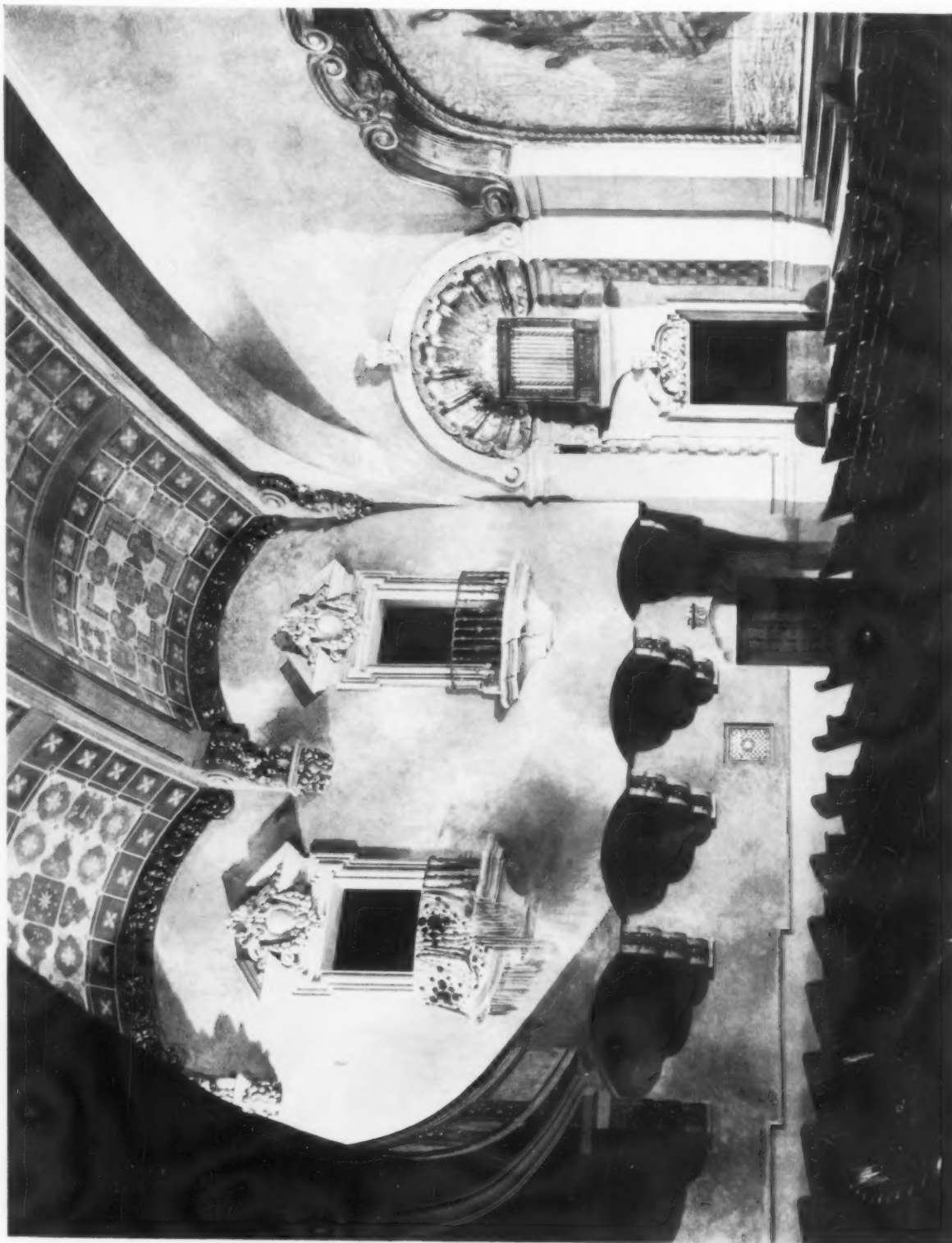
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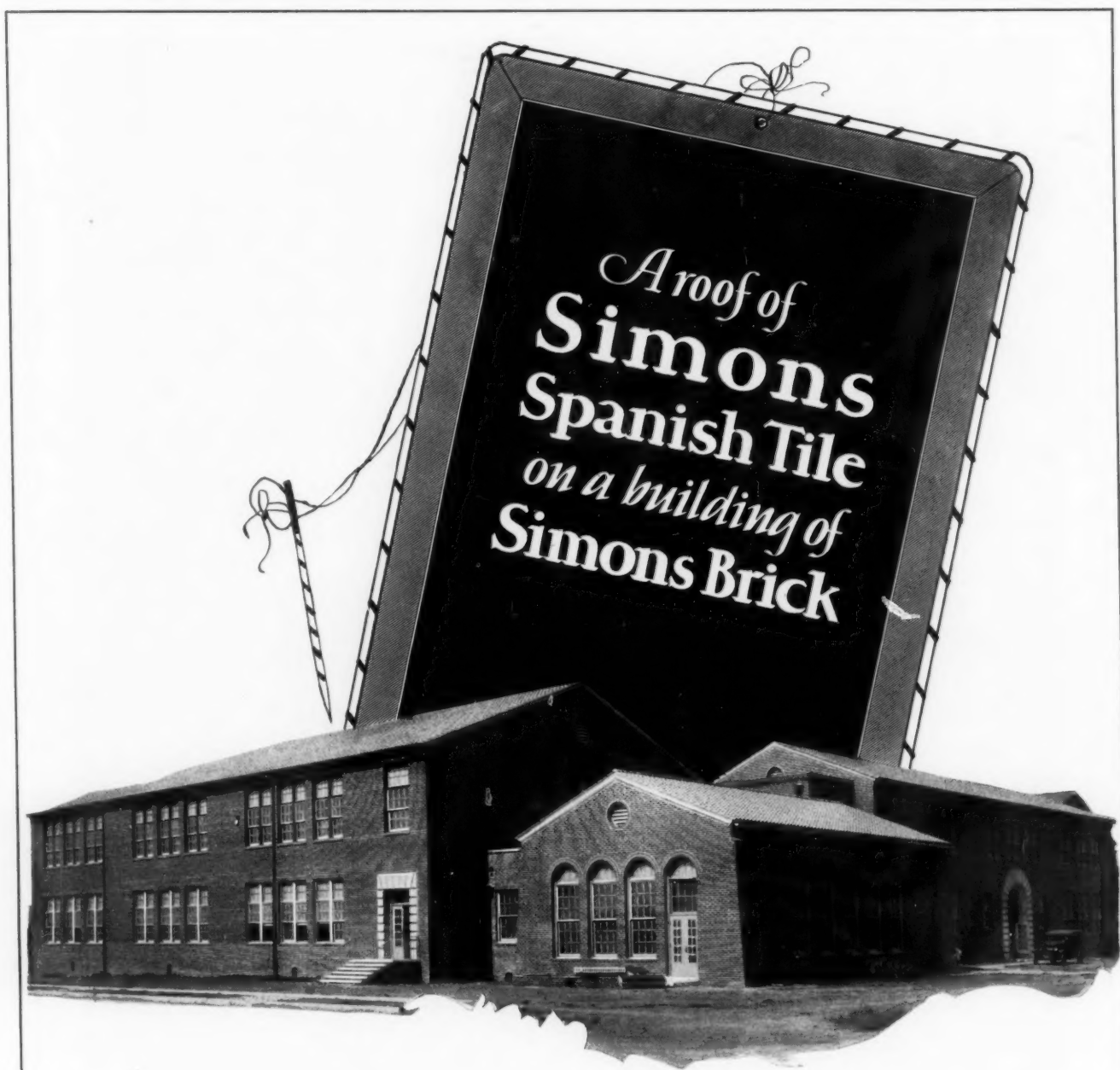
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NEXT MEETING

The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held on Tuesday, January 19, 1926. The exact time and place of meeting will be announced later.

DECEMBER MEETING

A special meeting of the Institute members of the Chapter was called by President John Reid, Jr., for Tuesday afternoon at the Bohemian Club. The meeting was for the purpose of conferring with President D. E. Waid and the Board of Directors of The American Institute of Architects. President Reid called the meeting to order at 5 p. m.

The following members were present: W. B. Faville, Morris Bruce, J. S. Fairweather, Geo. A. Applegarth, Arthur Brown, Jr., Frank V. Mayo, Ernest Coxhead, Harris Allen, E. B. Bertz, Wm. C. Hays, J. Harry Blohme, John Galen Howard, John Reid, Jr., Edw. G. Bolles, James T. Nabett, James W. Reid, G. B. McDougall, Samuel L. Hyman, Frederick H. Meyer, E. J. Molera, Sylvain Schnaittacher, Rudolph Herold, J. R. Miller, John Bakewell, G. F. Ashley, J. J. Donovan, W. H. Crim, Jr., A. J. Evers.

The following Officers and Directors of the Institute were present: D. Everett Waid, C. C. Zantinger, W. J. Sayward, F. Ellis Jackson, Abram Garfield, W. E. Fisher, Goldwin Goldsmith, E. C. Kemper, Sylvain Schnaittacher.

President Reid gave a short introductory address.

It was moved, seconded and carried that all business be laid on the table until the Directors meeting immediately before the January meeting.

President Reid turned the meeting over to President Waid of the Institute. Mr. Waid made a short address in which he asked for suggestions on Institute policies: Allied Architects Associations, Small Home Service Bureau and the A. I. A. Journal.

There was an open discussion of certain policies and Institute matters which did not call for definite action.

After the discussion President Waid returned the chair to President Reid of the Chapter.

There being no further business, the meeting adjourned.

Respectfully submitted,

ALBERT J. EVERS, Secretary.

* * *

CONCERNING MEMBERSHIP

Some of the members of the Chapter have noted the varieties of membership listed in the recently published roster of members and have asked an explanation. The following gives the main facts.

There are at present three classes of regular memberships, in addition to various types of honorary and corresponding members.

The first and largest class is full membership in the Institute, which entitles the holder to receive the Institute Journal and the various publications and communications which are sent out from Institute headquarters in Washington. Applications for this membership are sent to all members in the United States and it carries with it the privilege of holding office and voting on Institute matters. Those elected to the class of "Fellow" are necessarily full Institute members.

The second type of membership is Associateship in the Chapter. Associates are elected purely to the Chapter by the Chapter and have the privilege of joining in discussions and voting only upon Chapter matters, as well as participating in Chapter committee work. These Associateships are limited by the Institute Constitution to a term of five years, after which time Associates shall apply for membership in the Institute. Failing to apply or having applied and failed of election, they will automatically forfeit membership and all rights vested therein.

The third class is called Chapter membership. These members are those who belonged to the Chapter prior to December 7, 1916, who are not Institute members but who, failing to become Institute members, still retain their present titles, status and other inalienable rights. No further membership of this class will be created, however, and those existing will gradually disappear.

It is most desirable that all those in the Associate and Chapter membership classes should become full members of the Institute. There are privileges which you are missing and work for the profession in which you should be sharing. The Secretary will be glad to send you an application for Institute membership at your request.

* * *

GLADDING, McBEAN LUNCHEON

Gladding, McBean & Co. entertained at a buffet luncheon at the company salesrooms, San Francisco, December 31, in honor of San Francisco Chapter, A. I. A. The event was well attended and an interesting feature was the display of the studies made by Mr. J. E. Stanton during his recent European travels, with his collection of pottery and tile.

* * *

Kirk M. Reid of the engineering department, National Lamp Works, General Electric Co., Nela Park, Cleveland, O., invites architects and others interested in Hotel Lighting to send for his company's new booklet on that subject. The booklet gives a definite idea of modern practice in hotel illumination.

* * *

One of the most attractive and helpful handbooks on gas ranges for architects and builders that has been published has been issued by the American Stove Company, St. Louis, Mo. It is deserving of a place in the files of every architect.



PARK AVENUE, NEW YORK — Looking northwest from Sixty-first Street

American Face Brick Leads the World

NOWHERE else as here in America have the color possibilities of brick for beautiful wall designs been so highly developed. Traveled foreigners are astonished and delighted with the results.

A correspondent of the *Manchester Guardian*, in an article entitled "The City of Wonderful Heights" (August 14, 1925) thus gives his impressions:

"Discriminating people had never told me that New York had so much beauty. The famous silhouette of New York did not impress me [possibly because I saw it first in a Scotch mist] so much as some individual buildings, notably the Shelton Hotel, and the gay, delicate handsomeness of Park Avenue and Lexington Avenue, with their charming brickwork. The newer the buildings the better in this happy city. The combinations of marble or Indiana stone and brick are usually simple and effective.



PARK AVENUE, NEW YORK
Looking southwest from Sixty-sixth Street

The American architects seem to have given themselves to the study of brick with characteristic closeness and intelligence, and everywhere one came on new signs of their mastery of the subject.

"Owing to the millions of bricks required for these vast buildings the architects and brick makers find it economically possible to co-operate to produce particular kinds of bricks, and as the bricks have no structural office in these steel-framed cages all sorts of devices can be used to give variety and quality to the surface; passages of slightly projecting bricks, bricks with the joints scraped out at the front leaving the brick edge open, and other devices for an enrichment by shadow of the huge brick surface. In many of the new buildings the influence seems to be Bologna, particularly in the intersecting arches forming a cornice and the use of projecting bricks. The addition of gargoyles, cartouches, and other

separate

enrichments high up on the face of the building are usually in perfect scale, suggesting careful experiment with models.

"The brick varies in color from an unsuccessful lemon white to deep red, with some particularly fine oatmeal tints in the later buildings that take the sunlight with a radiant sweetness. One had the ridiculous fancy about the Americans that after a generation of breakfast-food eaters the oats were now coming out in their architecture. In the clear, gay atmosphere of Manhattan these oatmeal palaces are delightful, even lovely at times, as they take the glow. [Why should our own new Regent Street not have been of brick?]"

J. B.

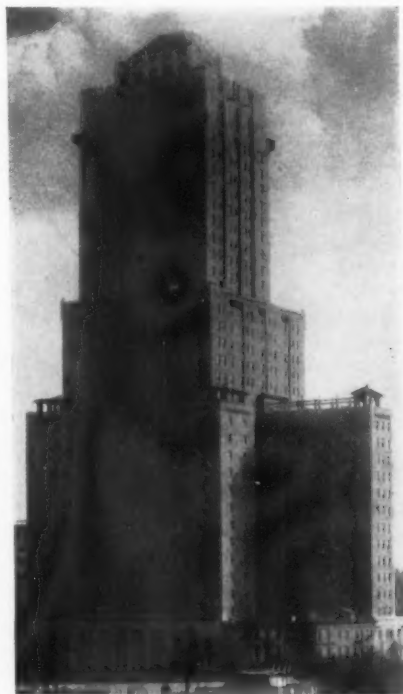
EUROPE can show many fine examples of brickwork but these in no way compare in the scope of color and texture with the varied product our manufacturers offer.

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VANDERBILT AVENUE, NEW YORK
Looking northwest from Grand Central Station Viaduct



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Arthur Loomis Harmon, Architect



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"DELIGHTED 100%!"—that's what he'll tell you. And his enthusiasm for brick will increase with the passing of the years. The greatest boosters for brick are the thousands of Californians who live in brick houses.

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Even at the start, brick pays its way because of the saving in paint, plastering, fuel, insurance and freedom from that dread "Third Mortgage"—depreciation and repair.

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New 12-story office building of A. S. Therberge, 1013 South Los Angeles street, has 78 rooms. Each room is equipped with a Pacific Gas Radiator. Perfect ventilation and freedom from harmful gases is assured by an exhaust fan on the roof.

The growing practice in Southern California office building construction is to equip each room with an individual heating unit. This new method is the result of demands from building owners for a heating system which will relieve them of the burden and expense of old-fashioned, cumbersome central plants. Tenants of office buildings and apartment houses equipped with individual Pacific Gas Radiators or Pacific Gas-Steam Radiators get clean, healthful heat in just the right amount. There is no need to fire up a big central plant when only a few rooms are to be heated.

You can get the full details from a Pacific Heating Engineer. He will be glad to help you on any heating problem you may have, for this company manufactures gas heating equipment for every possible need.

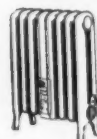
*See listing in Sweet's 1926 Architectural Catalog—
Pages 2220-1 and 2116-7*

Pacific Gas Radiator

Gas Heating Company Headquarters

1740 W. Washington St., BEacon 2190; 616 W. 8th St., METropolitan 2398
Factory and Foundry, 7541 Roseberry St., Los Angeles. Branches in principal Cities of Coast.

Here are the Five Leading Types of Pacific Gas Heating Appliances — they ventilate while they heat.

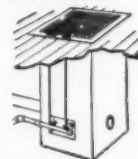
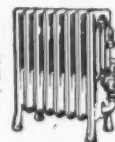


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Pacific Gas-Steam Radiators

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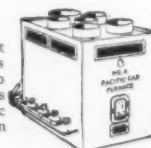


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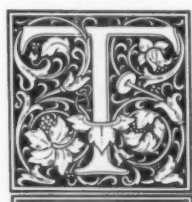
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Furnished in any desired finish. An air duct supplies a continuous stream of fresh air to the flame. Outer casing is always cool.

GOOD-BY, FLORIDA! HELLO, CALIFORNIA!

[BY MISS G. A. SHAFFER]

EDITOR'S NOTE: A score of years ago, an Iowa country editor published a report of the departure of an Iowa family for Missouri. He concluded his report of the departure by saying that the small son of the family on the eve of leaving had appended to his nightly prayer, the remark: "Good-by, God, we're going to Missouri!" But a Missouri editor declared that his Iowa colleague had the facts correct but the punctuation wrong and what the little boy actually said was "Good, by God, we're going to Missouri!" In view of the tremendous development now in progress in Florida and the fact that everyone there is selling Florida, it is likely that Miss Shaffer's article may provoke a retort from our Florida friends that will make that of the Missouri editor seem mild. However that may be, Miss Shaffer has been accomplishing great things in California as a promoter of community apartments and as a real estate expert and her article, inspired by a recent visit to Florida, is of interest if for no other reason than that it gives one Californian's impressions of a state that is very much in the public eye at the moment.



HE dyed-in-the-wool Florida realtor says that there never was a boom in Florida and that as this is the age of rapid transit, fifty to sixty years of development is being crowded into five years. The only difference is that gold-seekers of '49 blazed a trail, leaving oxen bones to mark their passage, whereas on Florida's Dixie Highway, in place of bones, are found the scattered remnants of many cars of a certain well-known make.

Pessimists may ask, "What has Miami to ship from its limited 18-foot-deep harbor outside of tourists, mosquitoes and alligators, and why should they petition to change the name of the little town known as Mosquito Inlet when it is so obviously correct?" But, according to a recent speech of the Governor of Florida, the resort and playground facilities of the state are equal in value to the coal mines of Pennsylvania. The alligators keep in the background of the swamps, but in spite of being assured that there were no mosquitoes in many sections and that on account of the sea breezes they flew 20 miles a day, those we encountered had ceased to be interested in long-distance flights, or else they had completed their daily 20 miles and craved food.

One scarcely enters a garage in Florida before one hears a conversation like "Yes, he would not sell even for a big profit, so they are going to pay \$40,000 rent a year for less than a five-year lease." The Pullman conductor said he bought a lot for \$5,000 in Miami and now, three years later, has refused \$25,000, having put up cheap flats out of which he receives \$450 a month rent.

No one there seems to be worried and if one watches the mad mob pouring from trains and busses, seeking any kind of shelter for the night, it is possible to understand why inferior hotels dare ask such outrageous prices for the poorest rooms already inhabited by husky cockroaches. Twelve dollars a night for a room of the "bowl and pitcher" variety is often paid. No wonder it is said: "There are no hotels in Miami; only asylums!"

Some pay \$250 to \$500 for kitchenette apartments and for three-room apartments from \$250 to \$1,000. A single room with packing box furniture over a store or in an attic often brings \$30 a week.

In spite of the congestion, thousands are rushing to get into Florida. The highways are jammed with enormous busses, private cars, houses on wheels, motorcycles and every kind of conveyance. There are trains that run on schedule, but most trains are from one to eleven hours late and it is not unusual for passenger trains to be set aside for freight trains to pass.

From the Spanish names, one would think this was California. Every California name seems to have a Florida namesake in some new subdivision. And while there is some that is good in new Florida building, there is much that looks suspiciously like it had been "adapted" from California, by copying. Many of the successful California operators are now in Florida, running huge busses full of prospective purchasers from many states.

The old residents regret the loss of their quiet and peaceful days before the subdividers arrived on the scene and

wonder if the great influx will not crush natural growth by abnormal conditions. Consequently there is a movement to check the so-called binder trading. Sometimes there will be eight to ten deposits put up, each depositor selling for an advance before the second payment is due, and the original "binder" depositor has made an abnormal profit on the property of someone else.

Whether or not values are stable, it is stated that the New York Stock Exchange sold in one hour a \$25,000,000 bond issue for double-tracking in Florida. Whether one fresh from California can find delight in Florida as a whole, there is no denying that the activity on all sides is tremendous. Many Florida people tell Californians that



Home of Addison Mizner, a part of his great development at Boca Raton, Florida.

their beautiful gulf clouds offset their lack of diversified scenery, mountains and hills. They remind you frequently of their close proximity to New York, and point out that the tired business man can be fishing in semi-tropical waters 40 hours after he leaves the city.

There is no doubt that California can learn some lessons in cooperation from Florida. The big operators say they are making Florida values substantial by offering inducements to those seeking factory sites and to capitalists who will utilize the state's resources in giving employment to the masses. They declare Florida will be the world's sugarbowl and assert that Ford's prospective activities, the better roads, the double-track railroad, the new harbor facilities and the draining of the swamps will all contribute to maintain values.

To prove that they are "getting away with it," the visitor is shown lovely, wooded islands. These are planted usually with Australian pine as it grows six to eight feet a year, making beautiful, lacy hedges. We are told that the purchasers of these islands were taken out in motor boats and shown the spot in the water where their future homes would be. Certainly, many people like Florida in spite of the fact that books mold and woollens in closets have to be sent frequently to the tailors to remove the growth of fungi, while cockroaches, snakes and mosquitoes are plentiful.

But the Florida operators and people do appreciate the value of cooperation and the value of advertising.

The restrictions in most of the subdivisions require houses from \$3,500 up. Many are of the Mediterranean type, although the Spanish influence is predominant. One of the "Mediterranean" dwellings we saw was a bright,

[Concluded on page 56]

Good Printing

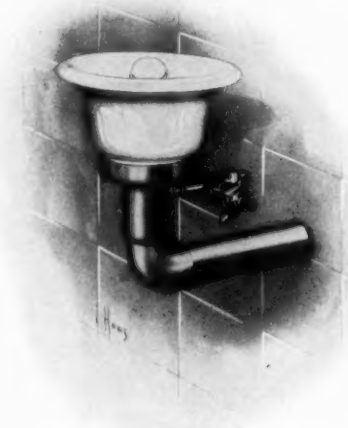
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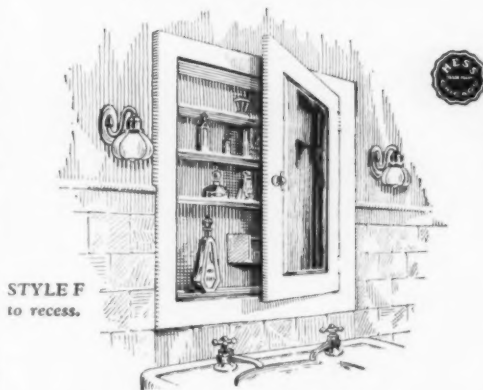


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"NEW FREEDOM" IN ARCHITECTURE

[Concluded from page 5]

space and areas. Here is a climate which encourages departure from the compact and formal. A study of this issue discloses how well they are taking advantage constructively of the privileges that the State affords and permissible, too, because of its expanse and climate.

Another matter which is decidedly gratifying is the increasing number of able architects, both old and young in the profession and practice, who are directing their activities towards school architecture. For a time there may be errors of commission and omission but it doesn't take long with the information and data available today for research and study, before the new student in this work is versed like the old-timer and from it will come new thought, new conceptions, a little more daring and a loveliness in expression both in design and use of materials that add charm and delight to these landmarks which are destined to grace town and country for many years.

The hard-shell, tight-fisted technician is out of place with this new spirit—may I say new era—although developments in school architecture are occurring so rapidly almost every year or every two years are eras in themselves. To be sure, we must follow the technician and the matter of minute detail and exactitude in requirements, but once they have been acquired, like the technique of music, should we not go on to the variations and freedom in action and personal expression as in speech and music in order that what we do is executed practically, economically and correctly and yet gracefully and in good taste?

That is the impression that this issue bequeathes, namely, that the architects responsible for this work have acquired the technique of school hygiene and with that as their guide they have departed from the old roads of travel and have found new ways, modes and forms more pleasing.

Observe from the illustrations the pleasant results in the landscape treatment of the grounds in lawns, shrubs and trees. While the illustrations do not fully convey the color schemes and their harmony, yet there is sufficient of the texture evident in the photographs to enable one to visualize to his own delight how far the architect has achieved in consummation of his problem.

The people of the State have been generous to Education. Great sums of money have been provided for educational buildings and equipment and the tendency is for more to follow and of greater proportions and I think this generosity is largely due to what has been accomplished by the architects in the executed work. A pride in attainment and a sense of intimate possession has permeated the minds of the people and they are accordingly generous to Education. Isn't this selling education for enriched citizenship and selling it by the most tangible means possible? That seems an excellent reason why a fellow architect should feel a sense of pride in the achievements and accomplishments of his confreres working along the same lines.

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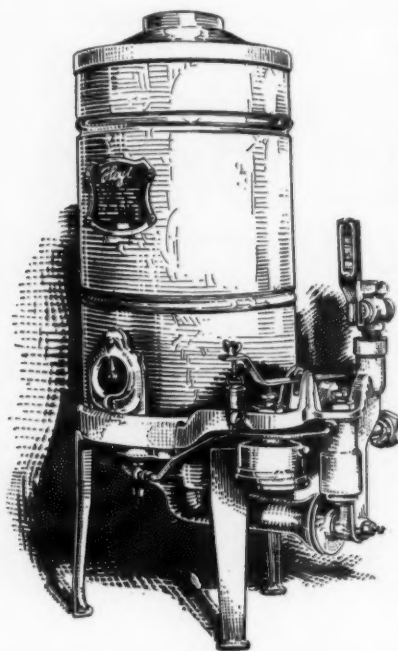
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The wall model, so popular because it Saves Space and can be installed up out of the way, is also equipped with the beautiful aluminum Jacket.

See 20th Edition, Sweet's Architectural Catalog, page 1860.

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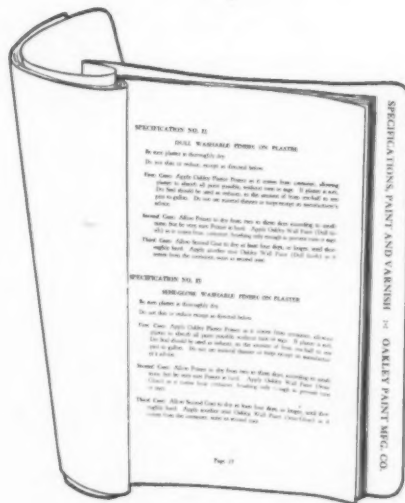
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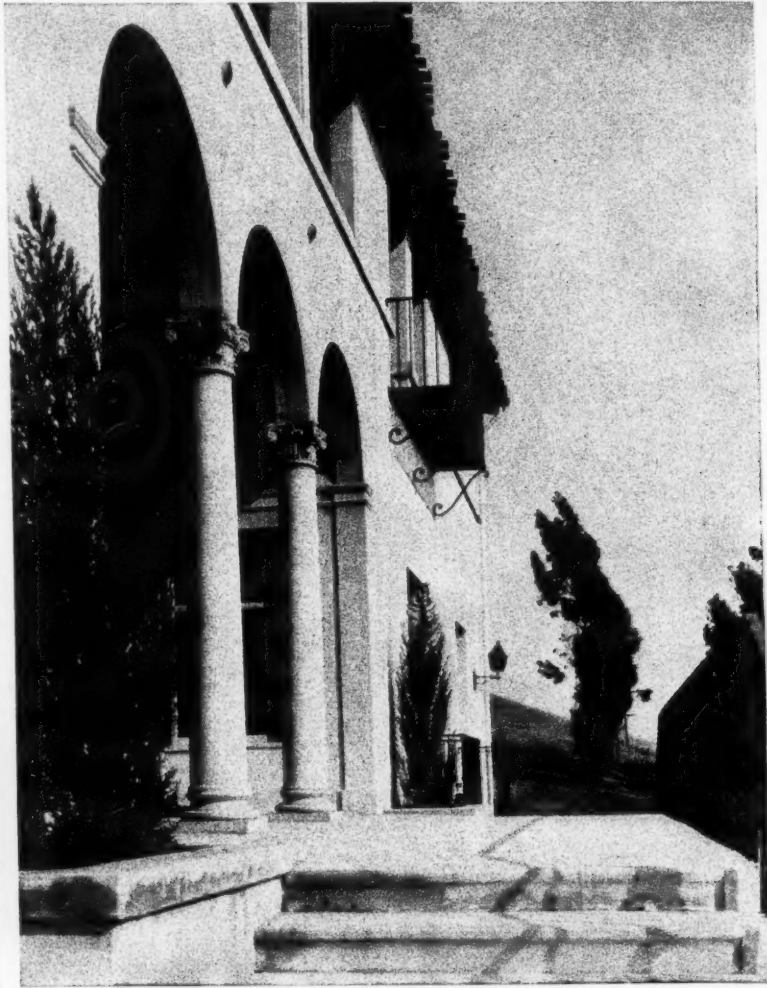
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Myron Hunt, Architect*



*Forve-Pettebone
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reception hall*

THE Lighting Equipment of any building should be a first consideration and regarded as an integral, essential part of the structure, not as a mere "accessory." In this way complete harmony and adequate lighting are assured—the Equipment is in sympathy with, and a part of, the architecture and the decorative scheme.

The Forve-Pettebone Company believes in *planned* lighting and offers its cooperation to Pacific Coast Architects in designing, executing and installing Lighting Equipment that reflects the character of the structure it embellishes. Our every facility is at your disposal. Designs and estimates will be submitted upon request. Our beautiful new home contains Spanish, English and French rooms that permit visualization of the equipment as it would appear after installation.

The modern trend in Lighting Equipment design is well illustrated in an unique file folder which will be mailed to architects upon request.

FORVE-PETTEBONE COMPANY

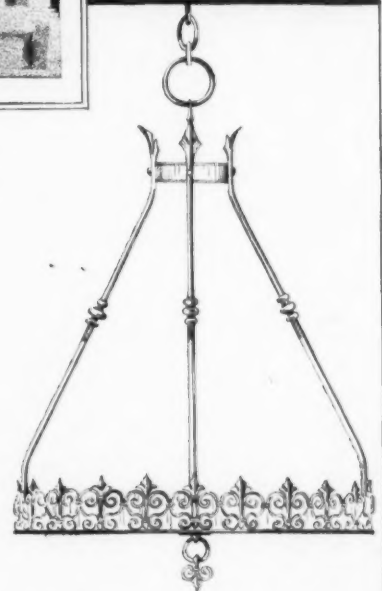
818 South



Figueroa

Los Angeles

Established 1901



*An interesting Forve-Pettebone
design installed in
living room*

Again



*Is Chosen by
One of America's Finest Theaters*

The magnificent new Paramount Theater, Times Square, New York, designed by C. W. and Geo. L. Rapp, Architects, contains everything modern in theater equipment—including an FA Major All-Master System, of course.



MORE and more it is becoming a standard practice among leading architects to include an FA All-Master Major System in the specifications of fine theaters. Installations now serving in America's most modern theaters dot the map from coast to coast.

In the FA All-Master Major System the most flexible and economical control of theater lighting possible is offered. One, ten, twenty, thirty—or as many lighting scenes as desired can be pre-selected on the "FA Major" and at the proper cue any scene can be automatically changed by one All-Master Switch.

FA Major All-Master Systems are all of the same high grade construction. Unit assemblage provides a size for every need. Not only are "FA Majors" suited to larger theaters, but to the moderate auditorium's requirements as well.

Complete estimates and details on all theater and auditorium jobs are furnished without cost or obligation. Our engineers—the men who consulted on the Paramount, The Uptown, the Orpheum and many other fine theaters—await your call.

FROM COAST TO COAST

The Uptown Theater, Chicago, designed by C. W. and Geo. L. Rapp for Balaban and Katz, has one of the largest FA Major All-Master Systems in the world.



New Orpheum Theater, Los Angeles, designed by G. A. Lansburgh, Architect, for the Orpheum Circuit equipped with FA Major All-Master System, as are all good theaters.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

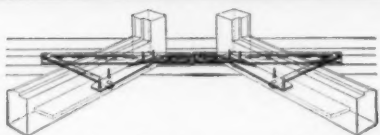
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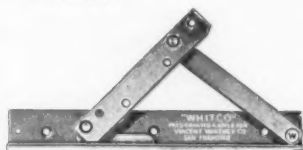
Detroit
Kansas City
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Minneapolis
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Seattle
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WHITCO—and Screens



THE fact that **WHITCO** takes the place of both butts and adjusters and holds the sash in any position **WHITCO** insures a better installation, but being entirely concealed, **WHITCO** makes it possible to place the screens much closer to the sash than when butts and adjusters are used—thus economizing jamb space. In the case of single sash and pairs of sash, the screens may be hinged to swing in, either at side or top, or double-sliding, vertically. With multiple sash in wide openings without mullions, the screens may be hinged to swing in, or arranged to slide horizontally, as illustrated. The screen frames may be wood or metal as desired.

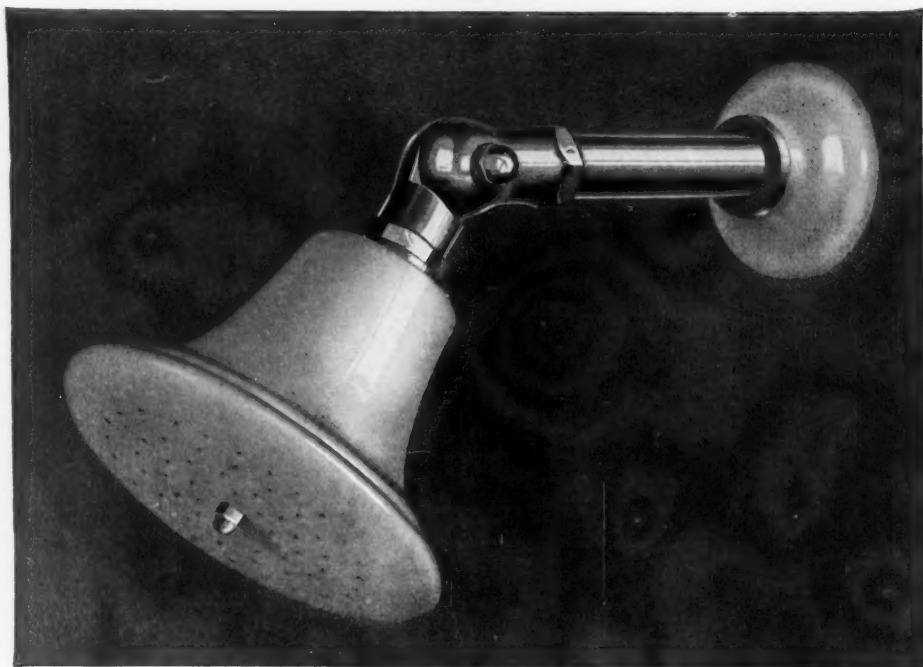


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BEAR BRAND



The "White Bear" Shower Head Combination

Fig. 21

This Porcelain Shower Head has the loose face feature making it possible to clean the spray holes if foreign matter should accumulate. Swing Joint allows free adjustment of head, but will not leak.

Ideal installation for clubs, schools, etc.

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JAMES THOMAS, PLASTERING CONTRACTOR

BUTTRESS PLASTER LATH

Used Throughout For Walls and Ceilings

This beautiful home is now being built in Holly Vista, in the popular West Hollywood section of Los Angeles. The materials are the best and most dependable that the market affords, regardless of price. They are what you, yourself, would want used in the construction of your own home.

The fact that Buttress Plaster Lath was selected for the walls and ceilings speaks volumes in favor of this high quality material. It is not only a dependable, durable plastering base, but is sold at a price that makes it economical to use in small homes as well as in large residences, hotels, etc.

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of Buttress Plaster Lath.*

Buttress Manufacturing Co.

7110 South Alameda Street

Los Angeles

California



GOOD-BY, FLORIDA! HELLO, CALIFORNIA!

[Continued from page 45]

greenish blue with irregular gold balls, dotted here and there. Perhaps it was a pawnbroker's conception of a Mediterranean villa.

Does it pay to give people a free ride of hundreds of miles to sell them real estate? It must or they could not afford to put \$15,000,000 in harbor development, a half-million-dollar clubhouse with a glass floor beneath which varicolored lights play, a roof that rolls off with a sound like distant thunder, letting in the tropical moonlight, a casino with a vast pool and an arch entering the ocean, miles of board walks, boulevards a hundred feet wide, a golf course lighted by electricity and many equally amazing innovations.

Everyone says values are stable. But is this believed by the New Jersey tailor, for instance, who just sold his hotel for \$170,000 at 100% profit or the Nebraska contractor who made a profit of \$30,000 on a quick turnover of his \$200,000 apartment house? Their money is said to be tucked away in their home town banks while they say they are waiting to build until they can get materials more easily and to give boom prices a chance to catch up with the great tourist influx.

Yes, Florida is drawing people from all over the world, but that there are some who believe the drawbacks offset the advantages is evidenced by the sign on the automobile of a tourist returning in the hot season who had painted on his car in letters for all the world to see: "I may go to hell, but never again to Florida."

Our trip was interesting, of course, but California never looked so good as at the end of it.

* * *

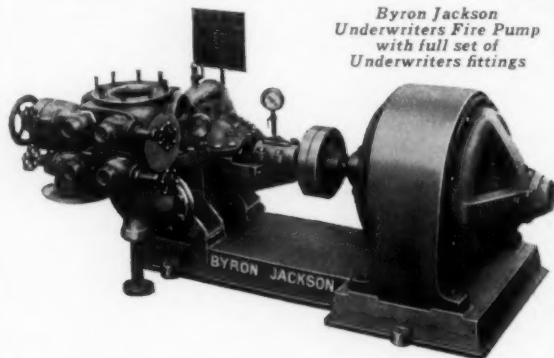
Harry Kenneth Vaughn, architect, announces his removal from 736 S. Flower St. to 2512 W. Seventh St., Los Angeles.

Byron Jackson Fire Pumps win Underwriters approval

The National Board of Underwriters has approved the Byron Jackson 500, 750 and 1000 Gallon Underwriters Fire Pump.

This approval by the National Board of Underwriters is of particular significance to the purchasers of such pumps in the West as it makes the Byron Jackson Pump Mfg. Co. the only manufacturer of approved fire pumps on the Pacific Coast. For the first time purchasers now have the advantage of local service after installation, eliminating tedious and costly delays.

*Byron Jackson
Underwriters Fire Pump
with full set of
Underwriters fittings*



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Our New Year's Prayer

CANNON & CO., "Makers of America's Finest Face Brick", have just finished a very successful 1925 and are starting the year 1926 with \$100,000 on their books in orders.

Many of the most important buildings will be built this year of Cannon's Face Brick.

It is hoped that the character of this concern will stand prosperity as well as it has stood the years of adversity.

CANNON & CO.—Sacramento

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Knoxville Mortar Colors, widely used in brick, stucco and cement work, are made from the highest grade iron and manganese ores obtainable and are unsurpassed for strength, richness of color and permanency. The extreme fineness of grinding—

fifty per cent finer than any other color—and the accuracy in burning insure maximum strength and absolute uniformity. Knoxville Mortar Colors contain no oil or grease to interrupt the setting of cement.

The makers of Knoxville Mortar Colors are the only color manufacturers mining their own ores, thus having better control of the colors at the lowest cost, reflected in retail prices.

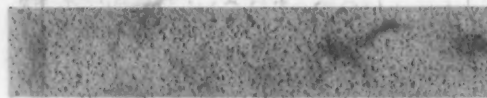
Architects may safely specify Knoxville Mortar Colors as they are sold on a positive guarantee of satisfaction or no pay. Write for color card and samples.



KNOXVILLE DOUBLE-STRENGTH BLACK



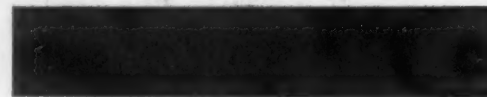
KNOXVILLE DOUBLE-STRENGTH CHOCOLATE



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